

Budget Worksession

Agenda Item #	6
Meeting Date	April 12, 2004
Prepared By	Lonni Moffet and Debra Haiduven
Approved By	Wayne Hobbs Deputy City Manager

Discussion Item	Presentation of Potential Savings and Corresponding Reductions in Services
Background	City departments have been tasked with reviewing their budgets to propose reductions in services which would result in potential savings. Communications and Recreation will be presented on April 12.
Policy	
Fiscal Impact	
Attachments	Potential Savings Reductions - Communications Services Potential Savings Reductions - Recreation Department
Recommendation	Discussion - No action recommended
Special Consideration	

COMMUNICATIONS - SERVICES

Potential Service Reductions	Effects	Savings
<u>Newsletter:</u> FY05 Projected Cost: \$55,000 includes editor, lay-out, printing, postage & freelance writers & photographers. Staff time in the Communications Office and other departments is not included.	The newsletter is delivered to every household in the City. Cutting this communication vehicle deprives residents without cable tv or web access of this opportunity to receive information about City activities and services. Some additional money would be required by the Clerk's office to cover legal notices (tax information, election info, etc). Alternative distribution methods would have to be found for items now included as an "insert" – such as the 3x yearly Rec Guide	
Option 1: Eliminate (currently 11 issues at 12 or more pages per issue)	See above.	\$55,000 plus other staff time in all departments (uncalculated).
Option 2: Reduce the frequency of newsletters	Fewer newsletters in a year reduces the timeliness of information. Last minute notices cannot be included.	Each 12 page newsletter not published would save \$5,000
Option 3: Reduce the size of newsletters	Reduce the usefulness and interest of the newsletters by cutting pages.	Each 8 page newsletter published instead of 12 pages would save \$900
<u>Cable TV Operations</u>	City TV has evolved into a very popular and useful resource to communicate with residents about City activities and to build community by airing many community events. Cable operations are subsidized by franchise fees and grants at an estimated \$174,000 for FY05.	

COMMUNICATIONS - SERVICES

Potential Service Reduction	Effects	Savings
Snapshot Program: Community Policing Segment (11-10 minute segments per year)	Because this segment was deemed high priority and critical to COP efforts, an outside producer is used, costing \$650 per episode or \$7150 per year. Many hours of staff time (cable and police) departments go into this. Est. \$4800 in editing time and \$2500 in shooting time.	Eliminate: \$14,450 or approximately \$1300 per segment
Other Snapshots Segments	Eliminating Snapshots would eliminate our very popular, only locally produced, edited program featuring City and community events.	Estimated savings are about \$15,000
Community Festivals	City TV covers most of the annual events organized by community groups – Folk Festival, Street Festival, Independence Day Parade, Martin Luther King events, Jazz Band Brawl, Jazz Fest and Tastes of Takoma. These events have direct (day-of-event costs) of about \$3,000 each. Additional expenses not counted include subsidized use of the PEG Network van, and staff organizing time. These events comprise a large percentage of our original programming and are extremely popular with the audience.	Eliminating coverage of these events could save up to \$21,000. Editing costs are estimated at \$12,000 for a total savings of \$32,000.

COMMUNICATIONS - SERVICES

Potential Service Reduction	Effects	Savings
Council Meetings: 45 meetings per year average 4 hours per meeting	Cablecasting of Council meetings - as well as retaining Video archive - is required by City Code. It is well known that availability of Council meetings on cable tv is very popular to residents.	Cost per year: \$13,000
Other Meetings Carried Live	City TV cablecasts other government and community meetings held in Council Chambers, such as: Candidate's Forums, Pedestrian Safety Issues with Dan Burden, OTBA Main Street Forum, the Library's Favorite Poem event, etc. These are relatively inexpensive to produce as they require no editing and allow more residents to enjoy these events.	Each event not covered saves roughly \$300 per event.

COMMUNICATIONS - SERVICES

Potential Service Reductions	Effects	Savings
Web Site	<p>The Communications Office is still transitioning into control of the web site, so actual operational data are not available. For the “Cost of Services” exercise, cost of staff and operating expenses for the web site & general communications were estimated at \$77, 144. This includes 1.05 FTEs. The City must have a web presence, and its role is increasingly important. Eliminating staff to perform this function would require outsourcing website maintenance at an unknown cost and introduce delays into posting. No figures are available for staff from other departments which spend significant time on web posts, most notably the Library and the Clerk’s office.</p>	<p>Outsourcing all web maintenance functions could cost between \$20,000 - \$40,000 per year and would still require internal staff coordination. Net savings could range from \$10,000 to \$30,000</p>

FY 05 Service Reduction Options Recreation Department

Potential Reductions	Effects	Savings
Outreach		
Eliminate youth and adult drop in basketball	This will eliminate informal supervised after school basketball program held for youth and teens as well as the young adult drop in basketball programs held on Tuesday and Friday nights.	\$9,000
Eliminate the Lend a Hand Program	Citizens will not have access to teen helpers and 18-20 youth will miss opportunities to earn their own money.	\$5,500
Eliminate Cheerleading Program	20 youth would not be served.	\$5,000
Eliminate Teen Trips	Minimal impact since not much participation.	\$2,400
T.P. Recreation Center		
Reduce hours of operation by 2 daily.	Risk losing memberships for those who exercise in the morning, narrow the opportunity for programs and building rentals.	\$7,000
Eliminate Double Dutch Team	10 youth would not be served.	\$3,850
Community Programs		
Eliminate subsidy for basketball teams to participate in the Montgomery Co. League	Parents would have to pay full price (\$69) for participation in county basketball league. (instead of \$35.)	\$1,000
Eliminate YES Basketball League	200 youth would not be served in the summer evening hours.	\$5,600
Field Maintenance		
Scale back the number of contractor services such as mowing, seeding, lining, edging.	Savings depend on scope of cuts. Condition of the fields would not be optimal.	\$4-8,000

Day Camp

Eliminate Friday swimming program.	Fewer field trips, difficult during code red days/weeks.	\$2,850
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Afternoon Addition

Eliminate snack.	Children would have to bring their own afternoon snacks.	\$1,800
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Cut back theater and art contractors to once a week.	Program would be more custodial with few enrichment activities.	\$2,500
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Total Potential Reductions**\$50,500-54,500**